



Module One – Introduction

- Welcome
- How this course works
- Course objectives
- Your relationships with sponsors
- What's in it for your organization?
- Thinking long term in your sponsor relationships
- Hints for successful relationship-building
- Quiz
- Types of sponsorships
- Is it a sponsorship or a donation?
- More definitions
- Quiz
- Review of module one

Module Two – Think Like A Sponsor

- Introduction to module two
- Today's sponsorship market
- Sponsorship trends
- Quiz
- Why companies engage in sponsorship (2 screens)
- Sponsors have limited time, budget and resources
- Quiz
- Review module two

Module Three - What's For Sale?

- Introduction to module three
- What's for sale? Your sponsorship opportunities or properties
- Your sponsorship properties, your priorities
- What could be available for sponsorship?
- Quiz
- How to create your sponsorship opportunities
- Example: sponsorship opportunity development
- Sample sponsorship opportunities list
- Quiz
- Review of module three

Module Four – Sponsorship Benefits

- Introduction to module four
- Master list of sponsorship benefits
- Tangible benefits (2 screens)
- Intangible benefits
- Quiz
- Developing your master list of benefits
- Gala example - tangible benefits
- Gala example - intangible benefits
- Quiz
- The two most popular benefits
- How to "sell" the most popular benefits to a company
- Value-added cultivation events
- Quiz
- Review module four

Module Five – Finding and Approaching Corporate Sponsors

- Introduction to module five
- Finding the best prospects
- Prospect classifications
- The As and Bs: Previous sponsors
- The Cs and Ds: Finding new sponsor prospects
- Steps in finding and approaching new sponsors
- Step 1: Find new prospects
- Step 2: Research prospects
- Step 3: Sponsor profile
- Step 4: Phone to find out more
- Quiz
- Step 5: The sponsorship proposal
- Step 6: Set a meeting
- Step 7: Conduct the meeting
- Quiz
- Review of module five

Module Six – The Sponsorship Proposal

- Introduction to module six
- Your sponsorship proposal is your calling card
- Proposal contents
- Proposal format
- Hints for proposal formats
- Tailoring each proposal
- Quiz
- Review module six

Module Seven – Sponsorship and the Media

- Introduction to module seven
- What the media can do for your nonprofit
- Building relationships with the media
- Media benefits
- Maintaining long-term relationships with the media
- Media sponsorship vs. editorial
- Which media most commonly provide sponsorships?
- Pick your media to reach your audience
- Quiz
- Review module seven

Module Eight – The Paperwork

- Introduction to module eight
- The three “must have” documents
- Letter of agreement
- Sample letter of agreement
- Mid-term report -- a great idea!
- Final or post-event report
- Summary of documents needed for sponsorship
- Review module eight
- Course review
- What now?

Downloadable Course Resources (PDF)

- Additional references
- Benefits of sponsorship to a corporation
- Definitions
- Developing your sponsorship opportunities list
- Different types of media involvement
- Guide for informational interviews
- Hints for long term relationships
- Hints for proposal formats
- Intangible benefits
- Pricing your property
- Proposal contents
- Researching potential sponsors
- Sample letter of agreement
- Sample approaches for current sponsors
- Sample follow-up phone message
- Sample list of sponsorship opportunities
- Sample sponsor profile
- Sample sponsorship opportunity profile
- Sponsorship meetings
- Statistics and trends
- Summary of documents
- Tangible benefits
- The benefits media love
- The impact of sponsorship trends